

ABSTRACT OF THE DISCLOSURE

In a mobile radio communication system, a base station is provided for executing radio communication with a radio communication apparatus. The radio communication apparatus includes a signal transmitting/receiving apparatus for mobile communication, which transmits and receives a signal to and from the base station. The apparatus also includes a Bluetooth unit for short-range radio data communication using relatively weak radio waves. When the radio communication apparatus is located at a distance communicable with a stationary station based on the Bluetooth system, the radio communication apparatus can acquire, from the stationary station, position information indicative of its position, and shop information related to the position information, etc. Thus, the short-range radio data communication system using weak radio waves enables the mobile radio communication system for mobile phones to calculate the position of the user of the radio communication apparatus, and also to distribute information relevant to the position.